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UTILITY PATENT APPLICATION TRANSMITTAL

(Only for new nonprovisional applications under 37 C.F.R. § 1.53(b))

Attorney Docket No.

First Inventor or Application Identifier

Title

Express Mail Label No.

APPLICATION ELEMENTS

See MPEP chapter 600 concerning utility patent application contents.

1. ☒ * Fee Transmittal Form (e.g., PTO/SB/17)
(Submit an original and a duplicate for fee processing)
2. ☒ Specification [Total Pages **13**]
(preferred arrangement set forth below)
 - Descriptive title of the Invention
 - Cross References to Related Applications
 - Statement Regarding Fed sponsored R & D
 - Reference to Microfiche Appendix
 - Background of the Invention
 - Brief Summary of the Invention
 - Brief Description of the Drawings (if filed)
 - Detailed Description
 - Claim(s)
 - Abstract of the Disclosure
3. ☒ Drawing(s) (35 U.S.C. 113) [Total Sheets **9**]
4. Oath or Declaration [Total Pages **1**]
 - a. ☒ Newly executed (original or copy)
 - b. ☐ Copy from a prior application (37 C.F.R. § 1.63(d))
(for continuation/divisional with Box 16 completed)
 - i. ☐ **DELETION OF INVENTOR(S)**
Signed statement attached deleting inventor(s) named in the prior application, see 37 C.F.R. §§ 1.63(d)(2) and 1.33(b).

* NOTE FOR ITEMS 1 & 13: IN ORDER TO BE ENTITLED TO PAY SMALL ENTITY FEES, A SMALL ENTITY STATEMENT IS REQUIRED (37 C.F.R. § 1.27), EXCEPT IF ONE FILED IN A PRIOR APPLICATION IS RELIED UPON (37 C.F.R. § 1.28).

ADDRESS TO:

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Box Patent Application
Washington, DC 20231

5. ☐ Microfiche Computer Program (Appendix)
6. Nucleotide and/or Amino Acid Sequence Submission (if applicable, all necessary)
 - a. ☐ Computer Readable Copy
 - b. ☐ Paper Copy (identical to computer copy)
 - c. ☐ Statement verifying identity of above copies

ACCOMPANYING APPLICATION PARTS

7. ☐ Assignment Papers (cover sheet & document(s))
8. ☐ 37 C.F.R. § 3.73(b) Statement ☐ Power of Attorney
(when there is an assignee)
9. ☐ English Translation Document (if applicable)
10. ☐ Information Disclosure Statement (IDS)/PTO-1449 ☐ Copies of IDS Citations
11. ☐ Preliminary Amendment
12. ☐ Return Receipt Postcard (MPEP 503)
(Should be specifically itemized)
13. ☐ * Small Entity Statement(s) ☐ Statement filed in prior application, Status still proper and desired
(PTO/SB/09-12)
14. ☐ Certified Copy of Priority Document(s)
(if foreign priority is claimed)
15. ☐ Other: _____

16. If a CONTINUING APPLICATION, check appropriate box, and supply the requisite information below and in a preliminary amendment:

☐ Continuation ☐ Divisional ☐ Continuation-in-part (CIP) of prior application No: _____ / _____
Prior application information: Examiner _____ Group / Art Unit: _____

For CONTINUATION or DIVISIONAL APPS only: The entire disclosure of the prior application, from which an oath or declaration is supplied under Box 4b, is considered a part of the disclosure of the accompanying continuation or divisional application and is hereby incorporated by reference. The incorporation can only be relied upon when a portion has been inadvertently omitted from the submitted application parts.

17. CORRESPONDENCE ADDRESS

☐ Customer Number or Bar Code Label

(Insert Customer No. or Attach bar code label here)

or ☐ Correspondence address below

Name

James L. Driessen

Address

305 N 1130 E

City

Lindon

State

UT

Zip Code

84042

Country

USA

Telephone

801 796 6014

Fax

Name (Print/Type)

James L. Driessen

Registration No. (Attorney/Agent)

Signature

James L. Driessen

Date

July 31, 2000

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**STATEMENT CLAIMING SMALL ENTITY STATUS
(37 CFR 1.9(f) & 1.27(b))--INDEPENDENT INVENTOR**

Docket Number (Optional)

Applicant, Patentee, or Identifier: James L. Driessen

Application or Patent No.: _____

Filed or Issued: _____

Title: Retail Point of Sale (RPOS) Apparatus for Internet Merchandising

As a below named inventor, I hereby state that I qualify as an independent inventor as defined in 37 CFR 1.9(c) for purposes of paying reduced fees to the Patent and Trademark Office described in:

- ☒ the specification filed herewith with title as listed above.
☐ the application identified above.
☐ the patent identified above.

I have not assigned, granted, conveyed, or licensed, and am under no obligation under contract or law to assign, grant, convey, or license, any rights in the invention to any person who would not qualify as an independent inventor under 37 CFR 1.9(c) if that person had made the invention, or to any concern which would not qualify as a small business concern under 37 CFR 1.9(d) or a nonprofit organization under 37 CFR 1.9(e).

Each person, concern, or organization to which I have assigned, granted, conveyed, or licensed or am under an obligation under contract or law to assign, grant, convey, or license any rights in the invention is listed below:

- ☒ No such person, concern, or organization exists.
☐ Each such person, concern, or organization is listed below.

Separate statements are required from each named person, concern, or organization having rights to the invention stating their status as small entities. (37 CFR 1.27)

I acknowledge the duty to file, in this application or patent, notification of any change in status resulting in loss of entitlement to small entity status prior to paying, or at the time of paying, the earliest of the issue fee or any maintenance fee due after the date on which status as a small entity is no longer appropriate. (37 CFR 1.28(b))

James L. Driessen
NAME OF INVENTOR

NAME OF INVENTOR

NAME OF INVENTOR

James L. Driessen
Signature of inventor

Signature of inventor

Signature of inventor

July 31, 2000
Date

Date

Date

PATENT APPLICATION

Inventor's Name: James Leonard Driessen

Inventor's Residence is the same as Correspondence Address:
305 North 1130 East
Lindon, Utah 84042

Title of the Invention: RETAIL POINT OF SALE (RPOS) APPARATUS FOR INTERNET
MERCHANDISING

Related to Provisional Patent Application submitted on June 30, 2000 under same Inventor's Name,
entitled Access card for Internet Content (ACARD) # _____ (T.B.D.)

The Inventor is not using an Attorney or Agent at this time

No Government Agencies have any property interest in this invention

Date Submitted: August 1, 2000

Correspondence Address: 305 North 1130 East
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Email: Driessen@bigfoot.com

Date Submitted: August 1, 2000

ABSTRACT

Retail Point of Sale (RPOS) for Internet merchandising is a method for the money transaction required in the selling of merchandise or media content on the Internet. A retail point of sale transaction involves at least one in-person contact with the buyer. On the Internet, it has always been assumed that this transaction must be conducted virtually on the Internet; after all, the Internet is a virtual realm. However, a predefined transaction may authorize access to web content from a place off the web. It can originate at a real place of business. Purchasers (end-users) must physically go to a retail location, choose the media or merchandise they wish to acquire, proceed to a checkout (where age can be verified, if necessary), and pay with or without a credit card. At this point, they are either given a CD or other recorded media with their selections, or a ticket that contains the necessary access codes to download individually licensed media from a server. The system would also imprint each recording purchased with a unique, non-audible or invisible code signal sequence that would provide traceability back to the original purchaser. Trained Internet professionals may not be able to grasp the concept of retail point of sale immediately or understand its usefulness; they have been conditioned towards more complicated means of accomplishing the tasks directly on the Internet. While this may be called the more a simplistic approach than the existing way of Internet business, it is not the most obvious approach. RPOS is conducting transactions off the web so that business can be done on the web.

Demographics	
	N (%)
Gender	
Male	100 (100)
Female	0 (0)
Age (years)	
18-24	10 (10)
25-34	20 (20)
35-44	30 (30)
45-54	40 (40)
55-64	50 (50)
65-74	60 (60)
75-84	70 (70)
85+	80 (80)
Ethnicity	
White	10 (10)
Black	20 (20)
Hispanic	30 (30)
Asian	40 (40)
Other	50 (50)
Education	
High school or less	10 (10)
Some college	20 (20)
Bachelor's degree	30 (30)
Master's degree	40 (40)
PhD	50 (50)
Occupation	
Unemployed	10 (10)
Student	20 (20)
Professional	30 (30)
Managerial	40 (40)
Service	50 (50)
Health status	
Good	10 (10)
Fair	20 (20)
Poor	30 (30)
Very poor	40 (40)
Life expectancy (years)	
10-14	10 (10)
15-19	20 (20)
20-24	30 (30)
25-29	40 (40)
30-34	50 (50)
35-39	60 (60)
40-44	70 (70)
45-49	80 (80)
50-54	90 (90)
55-59	100 (100)

This invention relates generally to purchasing systems via a public computer network system (Internet or World-Wide-Web). While the products sold on the Internet are often real and tangible, the market place exists in a virtual realm. To conduct the business of selling in the virtual realm of the Internet, a virtual transaction had to take place; or so it has been thought. This Invention requires non-virtual transactions that take place at a retail point of sale for a means of virtual merchandising.

Retail industries can exist anywhere. The historical version of retail was the actual retail point of sale. A retailer established a store where customers could visit, look at merchandise and make purchases. The customer had to visit the store in order to purchase the products. Other forms of retailing have existed like local street vendors, door-to-door salesmen, shop-by-telephone, mail order catalogs, infomercial shop-by-telephone, and most recently, the Internet.

A person may gain extra time to pay for a purchase by using credit, but it is the agreement between parties that one will extend credit to the other that creates a credit account. Time has no meaning in the direct purchase formula $(A) = P$. For that matter, there is always some lag between the time payment is tendered and possession takes place even if for just split seconds. Sometimes a lag between payment and possession requires a voucher so that the purchaser has some proof that payment has been made. The voucher is usually just a simple sales receipt. Other times it can be a ticket such as for attending a theater or other engagement. The voucher in this case does not represent an account or value of money. The voucher merely represents that the transaction has been completed and the merchandise, whether physical merchandise or simply entertainment, has been authorized.

Regulatory authorities and web masters have made attempts to control access through the selling of access rights over the Internet itself. These services are often called subscription based I.D. or age verification services. User names and passwords or other means of secure access have been delivered to consumers after they entered credit card information. This has become an accepted means of control, particularly with Adult Verification systems.

Most secure web transactions require cookies and Web delivered applets (such as JAVA). A cookie is information that a Web site puts on an end-users hard disk so that it can use the information at a later time.

Using the Web's Hypertext Transfer Protocol (HTTP), each request for a Web page is independent of all other requests. For this reason, the Web page server has no memory of what pages it has sent to a user previously or anything about previous visits. A cookie is a mechanism that allows the server to store its own information about a user on the user's own computer. For example, the Internet Explorer browser stores cookies in a Windows subdirectory. Netscape stores cookies as a single text file.

RETAIL POINT OF SALE APPARATUS (RPOS) FOR INTERNET MERCHANDISING is a return to the simplistic approach of pre-Internet ways of doing business, but it is not an obvious approach. As malicious attackers of Internet communications become more common, the Internet security measures become increasingly sophisticated. The RPOS takes away some of the sophistication and uses much simpler yet effective technology in its place. The predefined transaction authorizes access to web content from a place off the web, originates at a real place of business, and is a concept that a trained Internet professional may not be able to grasp immediately; they have been conditioned towards more complicated means of accomplishing the tasks directly on the Internet.

The U.S. Patent and Trademark Commissioner announced that the Agency would be revamping its patent examination guidelines for computer-related inventions and e-commerce practices, see United States Patent and Trademark Office RIN 0651-AB20. RPOS would not negatively affect any electronic commerce as it currently operates. It would primarily be used in conjunction with current methods. A return to a retail establishment for conducting Web business may hold great promise for Internet security in the future. A search of past practices and inventions reveals a great deal of effort spent on avoiding over-the-counter transactions for Internet e-commerce rather than embracing it as does the RPOS technology.

3. Prior Art Differentiated

There are three key questions to be asked when attempting to differentiate the technology:

- i. Do they take cash?
- ii. Is there an establishment that acts on behalf of the customer for payment that employs non-virtual (Retail point of sale) to complete the transaction?
- iii. Does the customer have to physically go to the establishment to buy it?

The field of Internet e-commerce has numerous existing patents. A complete search for prior history was not done prior to this filing but a few similar patents were found through a most basic search of the on-line USPTO patent databases. They are reference below to help set the stage for one skilled in the art of Internet commerce to understand the differences between RPOS and previous methods.

This invention is not a Prepaid Internet Access Card, such as used to supply the purchaser of minutes on an Internet Service Providers (ISP) system, see US examples Patent Nos. 5,749,975; 5,987,612; 5,749,075, 5,987,430.

This invention is not merely a method for recording information on a card, computer disk, or other means of recording, see US example Patent No. 6,076,733. The method of recording might be bar code, magnetic tape, smart card, written inscription, or any means of recording information. This invention is not used to locate a specific URL, but is used to divine the predetermined transaction that provided access to a particular URL location.

This invention is not an organizational Internet access security system whereby business organizations control access to web content of their own employees or to others on a closed network or to generate personalized content pages for specific business purposes, see US Patent No. 6,076,166

This invention is not an Internet cash token system used as an anonymous means to get money to spend on the Internet. See US examples Patent Nos. 6,076,078; 6,072,870; 6,061,660; 6,042,149

This invention is not electronic-voucher system, which places a third party URL as the guarantor of funds. See US example 6,058,381.

This invention is not a mobile Internet media content delivery device in which the device itself carries the content. See US examples Patent Nos. 6,018,720.

This invention is not a means to preview merchandise and set up an account to purchase – as in US Patent No. 5,918,213, where the merchandise merely previewed at the point of sale, but then the transaction is conducted as an off the shelf purchase, through typical Internet methods, or phone-in-sale automated means. The retail point of sale apparatus for Internet Merchandising is a new means for conducting the actual transaction that could be added to such a system.

This invention is not a device for delivering media content through on-line programmable smart card authorization such as used in satellite television programming, or Web TV devices, where a home user of the system can call in on the telephone to order Pay-per-view programming. In these systems the smart card both receives and supplies data to the system over a private network. RPOS does not require programming after the initial over-the-counter transaction.

Although the user of the RPOS may be known, it can also be used completely anonymously.

This invention is much like an event ticket to a movie theater or music concert except that the RPOS is specifically used for access (entrance) to Internet merchandising.

While RPOS can facilitate Secure Web Transactions, it is not a method of the transaction, merely a method of divining the existence of a predetermined web transaction. It does not require a trusted vendor, trusted bank, or buyer authentication. While RPOS may facilitate some of the same types of functions mentioned above, it uses a completely new method.

BRIEF DESCRIPTION OF THE INVENTION

This invention is essentially retail point of sale for the Internet. In order to best set the stage for a reader of this patent application to best understand the background of this invention and distinguish it from prior art, several descriptive names of the invention are listed below. This is not intended to be an exhaustive list but merely illustrates some of the ways such an invention can be used. After this list, for the remainder of this document, the Invention will be referred to as the RPOS. Although it involves a voucher system, the voucher need not exist in all circumstances. RPOS can use a disk, paper ticket, memory stick, or any other means of supplying an access key and utility program.

Descriptive Names

1. Internet Content Voucher System
2. Cookie Free Cache Back System Card
3. Prepaid Card for Internet Content Media
4. Web Content Ticket
5. Over-the-counter Internet Sale
6. Simple Anonymity for Internet Content Delivery
7. Face-to-Face Verification System for Divining of Anticipated Internet Transaction
8. Non-Virtual Point of Sale for the Internet
9. Retail Point of Sale Card for Internet Content
10. Internet Authentication Card
11. Internet Adult Verification Card
12. Internet Allocation Card

The RPOS is an “actual point of sale” device for Internet content. Previous waves of invention attempting to satisfy the needs of secure web content on the Internet have delivered many “virtual point of sale” techniques and emphasis has been on the transaction itself and how to exchange money over the Internet.

When considering Prior art, the RPOS invention differs most noticeably from previous methods in the way it does not follow the trend to do everything on the Internet and uses "actual point of sale" as the place where a predefined Internet sales transaction takes place. The information provided by web delivered cookies or applets is not required by RPOS because the information is already included; it is hand delivered to the computer by the user.

DESCRIPTION OF INVENTION

A security access key is provided in the form of a prepaid card sold as a retail item. The access key has a one time or multiple Internet session use as provided by the seller of the card. Through obtaining the CARD, the purchaser gains access to the website or specific web page(s) intended by the seller for either a defined duration of time or indefinite duration of time. Any time the end-user (customer) of the CARD is on the Internet, a very simple utility program may be deployed to ensure that there are no changes to the cache content of the customer's computer and no cookies are accepted or transmitted during the delivery of the media content. The utility of the invention is that it provides a method of controlling web access that requires at least one transaction be completed in person. No connection to a banking system for credit referencing is required, no vast system of computer networks is needed to verify anonymity and account status. The actual transaction takes place over-the-counter. The delivery takes place on a computer of the users choice.

The CARD is a voucher system that is used only to authenticate that the user of the card is in fact the one in possession of it. The user of the CARD uses the card to access the content or merchandise from the computer of their choice. As the time required for the user holding the card to receive the desired content is decreased, the need for the CARD itself may become unnecessary. The content itself may be recorded to disk, compact disk, cassette, VHS tape, or other recording media: the media may be recorded at the point of sale location.

The content that is recorded may be Internet content media or the content may be the purchase agreement for merchandise. When the content is a purchase agreement for merchandise, the payment can be made for the merchandise by the RPOS. The RPOS assumes responsibility for payment to the Internet vendor and the purchaser specifies the shipping address of such merchandise. The CARD in this situation may simply be a receipt of sale or other proof of payment.

Unlike any previous method of payment for Internet commerce in the past, there is no account, credit, or other means of electronic payment required for the buyer in the transaction. The proof is within the content itself. The content becomes the verification of a sale. Internet merchandisers such as but not limited to Amazon, Barnes and Nobel, Buy.com, Outpost, and others provide a verification page for each sale, which they intend to be printed by the user. These types of verification pages are excellent examples of specific URL information that can be determined ahead of time and sold whether it is for merchandise or content media.

When the purchase is for non-prepackaged merchandise such as Content media, the media may be individually licensed with a unique serial number for protection against counterfeiting. Content fingerprinting is one of the methods used. Traditional digital signature may also be used.

Content Fingerprinting

Content fingerprinting would be used for printing secure documents, discouraging unauthorized use, sending secret encoded messages, authentication of modification of documents, counterfeit detection, or other application requiring secure distribution of Internet materials. Content fingerprinting differs from digital signature or digital watermark in that the fingerprinting is not on the file itself but on the content of the file.

In the Industry of Internet publishing, one of the problems has been unauthorized copying, posting, or otherwise revealing of sensitive materials for wide distribution. Millions of dollars in uncollected royalties are lost each year. Publishers have no way of detecting the responsible parties who willfully post the

materials or otherwise "leak" the materials for wide distribution. The answer to the problem is a mechanism or way to "mark" individual copies of recorded material for licensing so the publishers can feel confident that appropriate royalties are being paid. The "mark" should be something not easily detected or removed.

The Graphical User Interface (GUI) of the program uses two side-by-side text windows. One window is for the visible message and the other window is for the shorter encoded information. Once the two messages are input, the user clicks on a button for encoding which makes all the necessary adjustments to encode the hidden information into the visible message and saves to one file.

This document suggests just some basic methods of fingerprinting Internet content: Font Fingerprinting, hidden pixelization, concealed ASCII, and non-visible/inaudible codification.

Font Fingerprinting

Bar codes are typically comprised of black and white stripes, yet all that a bar code really represents is a binary code. For Font Fingerprinting of Internet content, hidden binary codes are placed into documents so that a specific record of the content travels with the document. It is much different from digital signature for example where the file itself is tagged and encrypted and can't be read unless the proper keys are used to decrypt the message. For fingerprint marking of the document, the mark stays with the document even after it is properly received and possibly changed.

A base font is modified only slightly so as to not be immediately noticeable to the human eye, yet enough for machine recognition. The base font becomes the "0" of the binary and the modified font is the "1". Any text string can be modified to imprint a binary coded binary (BCB). The decoding is later accomplished using a scanner with a character recognition system capable of distinguishing the font differences.

Font fingerprinting is particularly designed to be most readily used for printed media, but the fingerprinting could also follow a soft copied document provided the file format remains Rich Text Format (.RTF) or better, giving access to the font aberrations. The font set used for printing the "fingerprinted" document must also be available to the computer that receives the document. Future developments could include a highly compressed file format capable of self-decompression that would mask the fact that the distributed font set is traveling with the document.

Another method of sending a font generated BCB with a softcopy document, not requiring a font subset file, mixes two available fonts that are a close match such as Courier New with 11 point font and Courier10 BT with a 10 point font.

Courier New: abcdefghijklmnopqrstuvwxyz
Courier 10 BT: abcdefghijklmnopqrstuvwxyz
Mixed: abcdefghijklmnopqrstuvwxyz

(this barcode reads 01010101010101101010101010)

While this combination is readily visible to the naked eye, the text is not noticeably different unless you know what you're looking for. It was just an attempt at finding a good match, but there may be other good system fonts that are a close enough match.

Hidden Pixelization

The format of choice for delivery of images over the Internet has been the jpeg, formally the ISO standard 10918, which keeps the file size for delivery fairly small. All digital images of this type are made up of tiny pixels. For hidden pixelization, a jpeg image is converted to a similar image of a higher resolution

00101010101010101010101010101010

[illegible]

This re-pixelization creates four available binary codes in the original pixel. The original color is the “0” code and the slightly changed shade is the “1” of the binary. One of the keys to making this system less detectable is to disguise the encoding by causing the encoded jpeg file to still report to the user that it is still a 320 x 240 image when in fact it has been changed to a 640 x 480 image and then report back to the viewing system the proper resolution. If the user resaves the image into a different format such as GIF, the code may or may not be transferred, but as long as images in documents are untouched, the document remains fingerprinted.

ASCII stands for American Standard Code for Information Interchange. ASCII was developed a long time ago and the characters are not always used in the same way on different computer systems. ASCII was originally designed for teletypes and the first 31 characters in today's applications are no longer used as originally intended. Concealed ASCII finger printing takes advantage of the fact that several of them act the same as the ASCII character "032" in many applications. ASCII 32 is the code for a blank space.

Concealed ASCII can create a BCB by using the standard ASCII 32 in spaces as the “0” character of the binary and an alternate ASCII 0, 10, or 13 with ASCII 32 as the “1” character of the binary.

There are nine spaces to use for the BCB in the preceding phrase. The code in the example above reads 010000111. The code for the 2nd, 7th, 8th, and 9th spaces in the phrase is ASCII 10 followed by ASCII 32. The remaining spaces simply use ASCII 32. While the concealed ASCII fingerprinting is not printable, it can be used to travel with text of a printable document

Non-visible or Inaudible Codification

Identical songs or videos by the same artist can become individual versions that are licensed to individuals. Using sensitive digital software and computer sound editing tools available from a number of manufacturers the sights and sounds outside the range of human discernment can later be detected to verify

if the recording is in fact licensed and who is the owner of the license. The analog signals essentially encode any individual identification to a song, video, or other media that contains audio or video tracks.

The human sound range is between 20 and 20,000 hertz for a young person and much less for an old person. The human visual range for light lies within a range around 10^9 MHz. Visual analog signals can also be dubbed into digital video recordings. The key to non-visible or Inaudible Codification is merely that that signals are dubbed into the content and not just on the file itself.

Content Fingerprinting Usefulness

Fingerprinting documents is a useful and new idea. The usefulness of the specific methods shown here is greatly diminished when patented and the PTO discloses to the public. The actual methods of fingerprinting really should be kept as "Trade Secrets". The above methods are not fool proof or even sophisticated enough to hold up against even the least sophisticated of hackers. They are merely offered here as examples of how to individually license Internet materials. As industry looks to the Internet for delivery of every kind of copyrighted material, there will be other specific methods of fingerprinting. Since, nobody is working on this type of copyright protection, the concept itself might be of strategic advantage. Fingerprinting Internet delivered media may involve documents, images, videos, sound tracks, or any other type of media that can be produced for the Internet.

[illegible]

DESCRIPTION OF DRAWINGS

The following drawings provide examples of different applications and construct specifications for the RPOS technology. They are not meant to be inclusive of all uses, they are merely examples.

Figure #1 uses a flow chart to illustrate a use of the RPOS. The process begins with web content dealers who have content posted to a public computer network (Internet) and have chosen to use RPOS for distribution. The web content dealers may manufacture the card themselves or use a third party. The type of security system used for placing the access key on the card is only important as to the particular level of security that is desired. The web content dealer then distributes the ACARD, directly or through distribution channels, to a retail establishment. The retail establishment sells the CARD over the counter to the customer. The dealer, distributor, and retail establishment may use whatever profit margins or price mark-ups as they choose or is agreed upon. The CARD is delivered to the customer like any other retail product. Continuing along the flow chart in Figure #1 to the customer, the CARD is used to access only the web content that is predefined by the CARD. The purpose of the CARD in this transaction is only to ensure that the user is in possession of it. The transaction takes place through an over-the counter sale.

Figure #2 uses a flow chart to illustrate an alternate use of the RPOS, which is the construct specification for claim 3 in this application. The process again begins with Web Content Dealers. In this application the Web Content Dealers may or may not subscribe to the RPOS system (i.e. make their own CARDS). To facilitate the creation of a CARD for the WEB Content Dealers, a retail establishment supplies a computer or terminal as a customer access point, which provides Internet access, and issues a CARD to a customer upon entering the retail establishment. The customer browses the web and looks for content to purchase. Whenever a Web Content Dealer requires some sort of payment and the customer agrees, the customer authorizes payment from the retail establishment and by default the retail establishment agrees to the purchase. The customer is not required to enter his or her own name, credit card payment information, address, or any other information that they do not choose. Upon leaving the establishment, the customer pays the retail establishment the amount required for content received or to be received. The purpose of the CARD in this transaction is only to ensure that the user is in possession of it. The actual transaction takes place through an over-the-counter sale.

The processes described in figure #2 illustrate a subtle yet important difference from prior art used in Internet commerce, in that Internet access is only required for the customer to choose which media content to purchase and to later retrieve on whatever computer the customer chooses. Internet access is not required during the recording of specific media content locations (URLs); they can be simply written down, picked out from a written menu after having seen the web dealers preview pages, or retrieved as a menu item from the local computer at the check out. Internet access is also not required during the recording of the specific access information, or during the retail transaction. While Internet Access during these processes may be used to facilitate the RPOS processes, it is not required. While the CARD holds some intrinsic value it does not hold any dollar amount information, account information, or other means of payment; the transaction is completed in person at the checkout.

Figure #3 uses a flow chart to illustrate an alternate use of the RPOS. The process again begins with Web Content Dealers. A Vending Machine Dealer purchases CARDS through normal product distribution channels. Customer purchases the CARD from the vending machine acquiring the ability to access the desired web content. This type of system is not capable of age verification as with over-the-counter sales. Again, the purpose of the CARD in this transaction is only to ensure that the user is in possession of it. The actual transaction takes place through a vending machine.

Figure #4 illustrates how CARD is used as an age verification system (Adult Check). The process begins with dealers of adult materials on the Internet. A retail establishment (such as video rental store, convenience store, bookstore, adult merchandiser, or other type of store) obtains CARDS through typical distribution channels. Customers purchase the CARD over the counter provided they can prove they are of legal age to do so. Customer physically transports the CARD to a location where customer has access to a computer that is capable of receiving Web content. The customer uses the CARD to obtain access to those specific materials the seller of the CARD intended.

CLAIMS

1. A purchasing system for Internet merchandise or media, comprising:

customer access point at a retail point of sale establishment,

said establishment acts as seller through an in-person transaction with said customer,

means for customer, seller, said establishment, or any other party to provide the specific URL information that is the sale location of Internet merchandise or content desired by the customer,

means for predetermining such URL that consists of a predetermined Internet Transaction,

means of accepting payment whether it be cash or credit,

means of conducting purchase of Internet merchandise on behalf of said customer including entering payment from said establishment as an intermediate purchaser or other means of distribution to said establishment,

means of storing, retrieving, or shipping of said Internet merchandise,

means of transfer of ownership of said Internet merchandise by entering shipping address as desired by customer unless it is content which may be immediately downloaded, recorded, or access privileges given to said customer.

2. Method of claim 1 for providing a level of security in predetermining an Internet Transaction for prepaid media content over a public computer network (Internet) using a computer, comprised of:

Media Content on a public computer network (Internet);

Creating or procuring a card, computer diskette, or other means of record;

Writing, inscribing, programming, or otherwise placing access information on the card, computer diskette, or other means of record without requiring access to a public computer network (Internet) during the recording process whether or not access is actually made;

Using said card, computer diskette, or other means of record as a location for stored information;

Purchasing or other transfer of ownership of said card, diskette, or other means of record through a retail transaction (non-virtual point of sale) without requiring access to a public computer network (Internet) during said transfer whether or not access is actually made;

Said retail transaction whether or not payment consideration is exchanged, i.e. said transaction that may include free samples.

Physically transporting said card, diskette, or other means of record to a computer or other receiving device for a public computer network (Internet);

Using the card, diskette, or other means of record to retrieve said stored information;

Using said stored access information for obtaining media content from a public computer network (Internet).

0963077 090100

2. Method of providing a level of security in claim 1 means of transfer of ownership for prepaid media content over a public computer network (Internet) using a computer, comprised of individually coded license, serial number, or other identifying mark through content fingerprinting, comprising:

first a visible, audible, or otherwise humanly detectable label version of serial number, coded license number, or other identifying mark;

a second label that is only machine visible, audible, or otherwise detectable version of serial number, coded license number, or other identifying mark;

said machine only visible, audible or otherwise noticeable label consists of a coded message capable of singularly distinguishing the content from other content of the same or similar type;

Any means of recording, writing, or otherwise placing said machine visible or audible code on said Internet media content for content fingerprinting purposes.

3. Method of providing a level of security in claim 1 means of transfer of ownership for prepaid media content over a public computer network (Internet) using a computer, comprised of individually coded license, serial number, or other identifying mark through content fingerprinting that uses a code visible or audible otherwise noticeable only by a machine on the said first mark that is a first private key of a first public/private key pair to indicate that said merchandise is authentic and said second label is a second private key of a second private/public key pair used to authenticate the delivery of said merchandise.

4. A method transfer of ownership of Internet media of claim 1 by anonymous download (retrieval) of media content over a public network (Internet), comprised of:

Placing a small amount of programming code (application) on a card, computer diskette, or other means of record;

Writing said small amount of programming code (application) to perform the function of adjusting the security settings of a computer or other receiving device for a public computer network (Internet) including,

Capturing current Web browsing cache content status (temporary storage capability including memory and disk cache),

Capturing a computer's current operating system recent document content status,

Temporarily turning off cache capability for web browsers,

Temporarily turning of cookies (ability for remote computers to store information),

Temporarily turning off web delivered applet capabilities (e.g. JAVA),

Returning cache content status, operating system recent document status, cache capability settings, cookie enabling settings, or other settings changed by application to original state before application was run on said computer;

Retrieving media content over a public computer network (Internet) during such instance that said application (above) has adjusted the said security settings of said computer.

5. Apparatus of Claim 1 for customer access point that is comprised of a store, kiosk, or other customer access point with a computer with or without Internet access that includes a digital storage device such as hard drive, music or other media content in digital form on said hard drive, a recording device such as but not limited to CD Burner, DVD Burner, VHS TAPE Recorder, Cassette tape recorder.

6. Apparatus of Claim 1 for customer access point that is comprised of a store, kiosk, or other customer access point with a computer with or without Internet access that includes a printer to provide means for transfer of ownership of claim 1 of said Internet content by providing said access information of claim 1 by means of a ticket, card, paper, or other recorded media of said access information.

7. Means of claim 1 for said establishment to store, ship, or retrieve said Internet media might be performed by said customer, said establishment, original seller of the merchandise, or any other potential party not mentioned.

8. A method transfer of ownership of Internet media of claim 1 by recording such media on a recording device such as but not limited to a CD burner, DVD burner, VHS TAPE recorder, or cassette tape recorder and delivering to a customer at the location of said retail establishment.

9. A method transfer of ownership of Internet media of claim 1 by recording the URL information and a specific access code to the URL onto any device capable of storing said information.

10.. Means for audio and/or video recording that includes the ability to dub, loop, mix, or other wise add signals to existing content to Individually identify a recording which:

said added signals are outside of the frequency range for human discernment,

said added signals are for the purpose individually identifying the origin of the recording,

said added signals are a code such as binary, morse, or other analog signal device,

said added signals are generated as an analog signal and looped, dubbed, mixed, digitally added or otherwise added to the sound or video stream,

said added sounds are individualized when added to multiple recordings of sound content that create technically different sound recordings which are essentially identical to the human ear.

11. Product of audio and/or video recording of claim 10 which is used to determine licensing or serial number identification of materials communicated over a public computer network (Internet).

12. Means for providing a user identifier to identify one or more recipients of Internet media content (content fingerprinting) comprising the steps of:

creating a label, version number, serial number, coded license number, or other identifying mark

converting the label, version number, serial number, coded license number, or other identifying mark to machine only visible/audible detectable version of serial number, coded license number, or other identifying mark

dubbing, looping, writing, programming, or otherwise placing said machine only visible/audible code onto previously existing media content.

said machine visible label consists of a coded message capable of singularly distinguishing the content from other content of the same or similar type.

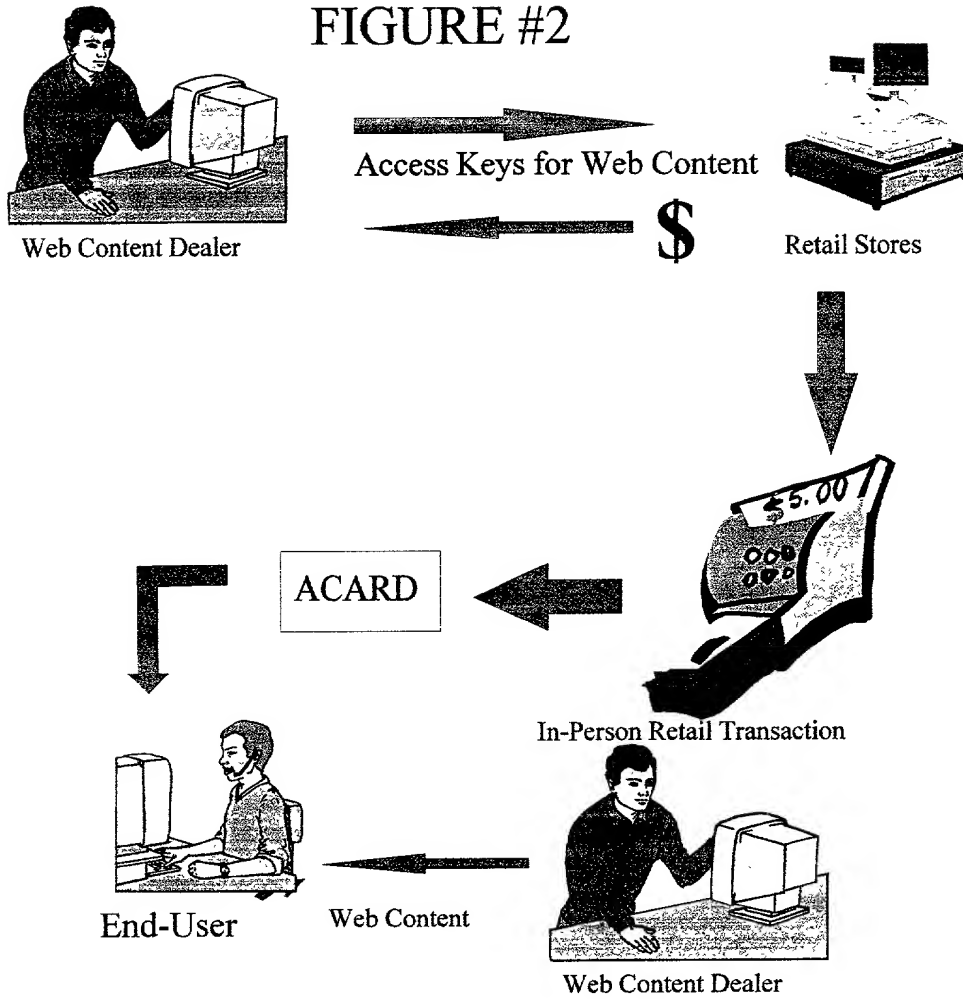
said machine visible coded message is binary, Morse, or other discernable code form,

means of recording, writing, or otherwise placing said machine only visible/audible code on said Internet media content

means of reading said machine only visible/audible code on said Internet media content

001030" 2220E960

FIGURE #2



00T030" 2220E960

FIGURE #4

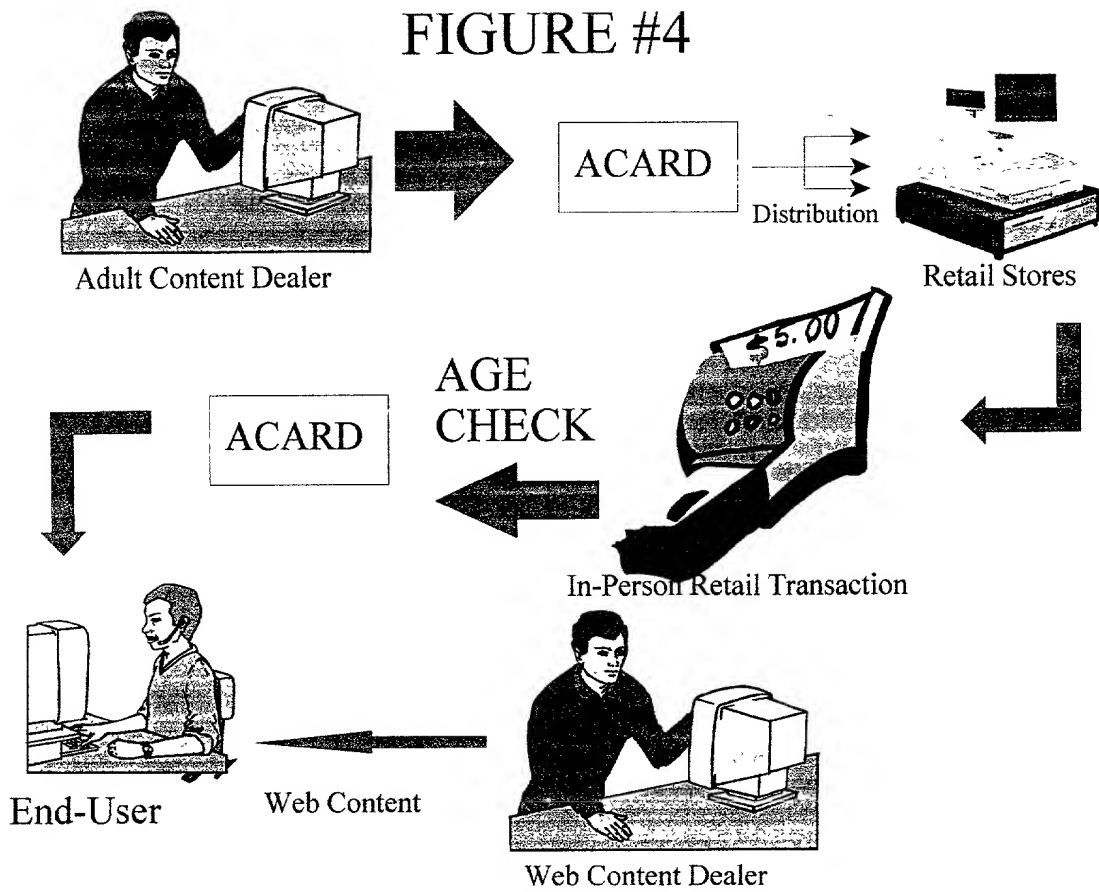


FIGURE # 5

Programming Sequence Sheet for Cookie Free Cache Back mini-Application
Use programming language technique for Windows GUI development of your choice

! SECURE ON ROUTINE !

Make directory /windows/temp/cachebak

Change directory to cachebak

Copy netscape/fat.db

Copy directory fat for /windows/Temporary Internet Files

Write to windows registry for Control Panel, Internet Options, Advanced Internet Properties
Change settings to disable cookies and JAVA

! USER ACTUATED SECURE OFF ROUTINE !

Prompt User "Download Complete?"

Compare netscape fat.db, /windows/temp/cachebak/fat.db

Compare directory fat for /windows/Temporary Internet Files, /windows/temp/cachebak/directory fat

Delete files from netscape/cache not in /windows/temp/cachebak/fat.db

Copy /windows/temp/cachebak/fat.db to nestscape/fat.db

Delete files from /windows/Temporary Internet Files not in /windows/temp/cachebak/directory fat

Copy /windows/temp/cachebak/directory fat

Write to windows registry for Control Panel, Internet Options, Advanced Internet Properties
Change settings to enable cookies and JAVA

END

FIGURE #6

The following pictures are examples of delivery systems for ACARD or would work for ACARD. These examples are not part of the ACARD invention and not the only means available. Many of these have their own patents. All that is required for use with the ACARD is the ability to deliver Personal Identification Number (PIN) information or other form of security used for access. For optional added anonymity, the ACARD may also deliver a small amount of software code to run the mini-Application for Cookie Free Cache Back system.

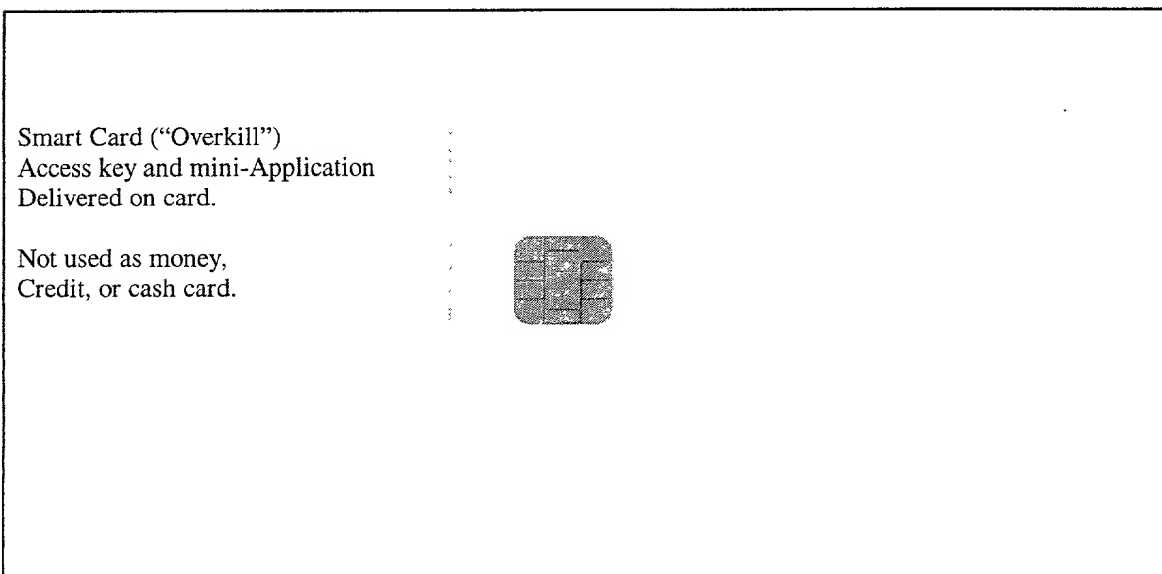
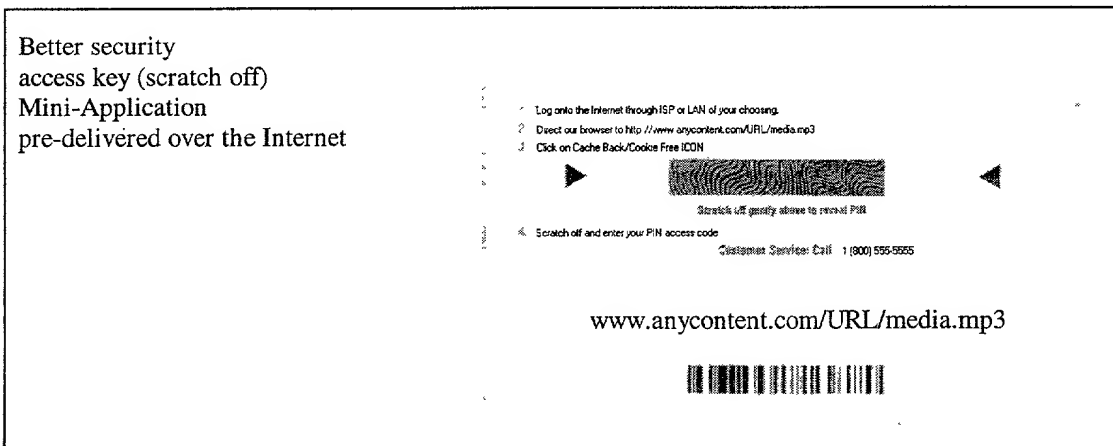
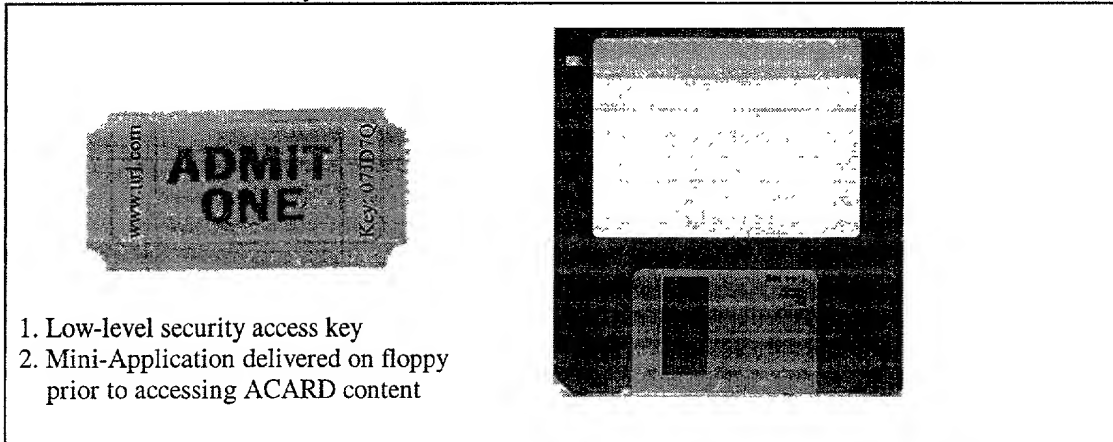


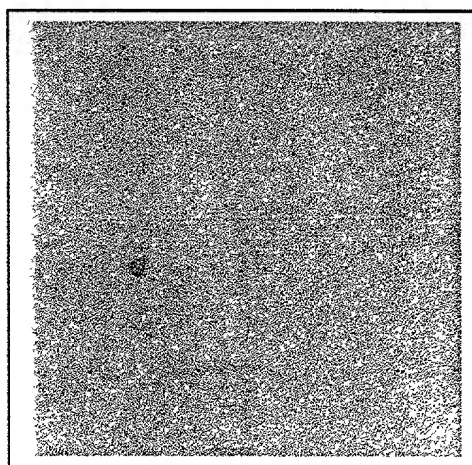
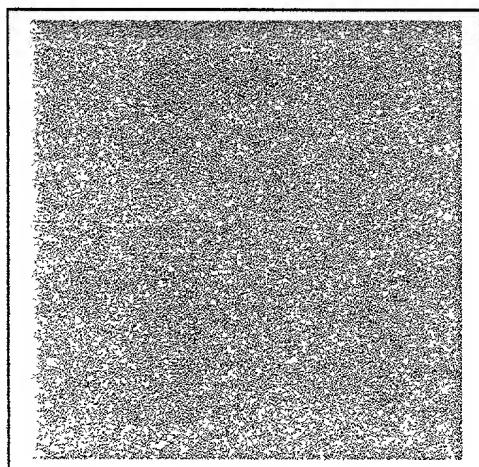
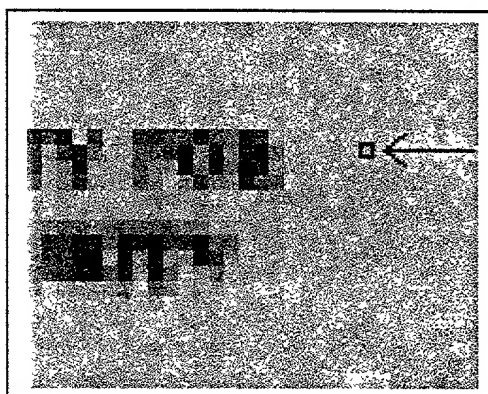
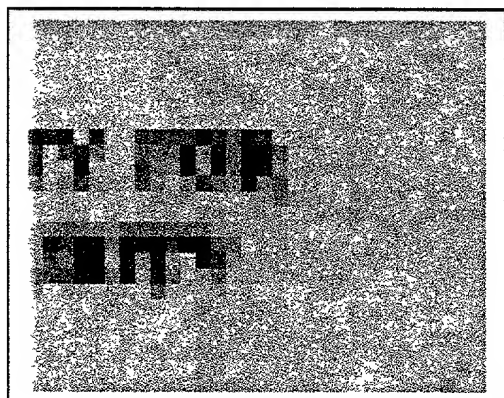
FIGURE #7

Example: A B C and A B C

Base Font (in this example Times New Roman)	Font Aberrations
A	A
B	B
C	C

FIGURE #8

EXAMPLE:



Original

Binary Coded

The above BCB reads 1110 from top left to bottom right. The hidden pixelization binary fingerprinting program predefines which pixels will be modified. The encoded message is later divined using a scanning device capable of detecting the differences.

FIGURE #9

Courier 10BT	Courier New
A	A
B	B
C	C

001080"2430E960

	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032	2033	2034	2035	2036	2037	2038	2039	2040	2041	2042	2043	2044	2045	2046	2047	2048	2049	2050	2051	2052	2053	2054	2055	2056	2057	2058	2059	2060	2061	2062	2063	2064	2065	2066	2067	2068	2069	2070	2071	2072	2073	2074	2075	2076	2077	2078	2079	2080	2081	2082	2083	2084	2085	2086	2087	2088	2089	2090	2091	2092	2093	2094	2095	2096	2097	2098	2099	2100	2101	2102	2103	2104	2105	2106	2107	2108	2109	2110	2111	2112	2113	2114	2115	2116	2117	2118	2119	2120	2121	2122	2123	2124	2125	2126	2127	2128	2129	2130	2131	2132	2133	2134	2135	2136	2137	2138	2139	2140	2141	2142	2143	2144	2145	2146	2147	2148	2149	2150	2151	2152	2153	2154	2155	2156	2157	2158	2159	2160	2161	2162	2163	2164	2165	2166	2167	2168	2169	2170	2171	2172	2173	2174	2175	2176	2177	2178	2179	2180	2181	2182	2183	2184	2185	2186	2187	2188	2189	2190	2191	2192	2193	2194	2195	2196	2197	2198	2199	2200	2201	2202	2203	2204	2205	2206	2207	2208	2209	2210	2211	2212	2213	2214	2215	2216	2217	2218	2219	2220	2221	2222	2223	2224	2225	2226	2227	2228	2229	2230	2231	2232	2233	2234	2235	2236	2237	2238	2239	2240	2241	2242	2243	2244	2245	2246	2247	2248	2249	2250	2251	2252	2253	2254	2255	2256	2257	2258	2259	2260	2261	2262	2263	2264	2265	2266	2267	2268	2269	2270	2271	2272	2273	2274	2275	2276	2277	2278	2279	2280	2281	2282	2283	2284	2285	2286	2287	2288	2289	2290	2291	2292	2293	2294	2295	2296	2297	2298	2299	2300	2301	2302	2303	2304	2305	2306	2307	2308	2309	2310	2311	2312	2313	2314	2315	2316	2317	2318	2319	2320	2321	2322	2323	2324	2325	2326	2327	2328	2329	2330	2331	2332	2333	2334	2335	2336	2337	2338	2339	2340	2341	2342	2343	2344	2345	2346	2347	2348	2349	2350	2351	2352	2353	2354	2355	2356	2357	2358	2359	2360	2361	2362	2363	2364	2365	2366	2367	2368	2369	2370	2371	2372	2373	2374	2375	2376	2377	2378	2379	2380	2381	2382	2383	2384	2385	2386	2387	2388	2389	2390	2391	2392	2393	2394	2395	2396	2397	2398	2399	2400	2401	2402	2403	2404	2405	2406	2407	2408	2409	2410	2411	2412	2413	2414	2415	2416	2417	2418	2419	2420	2421	2422	2423	2424	2425	2426	2427	2428	2429	2430	2431	2432	2433	2434	2435	2436	2437	2438	2439	2440	2441	2442	2
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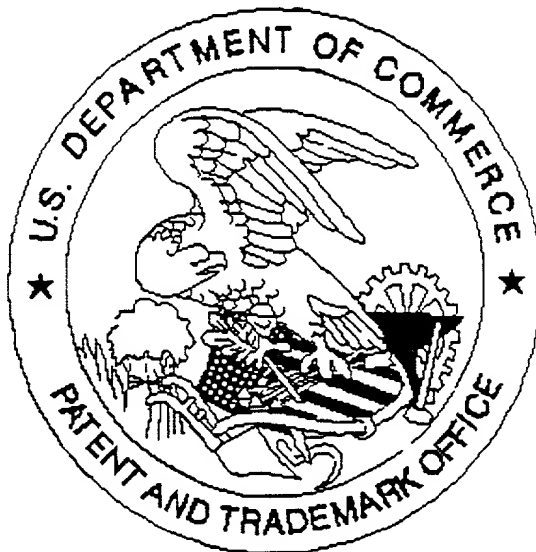
I believe that I am the original, first and sole inventor of the subject matter which is claimed and for which a patent is sought on the invention entitled: RETAIL POINT OF SALE (RPOS) APPARATUS FOR INTERNET MERCHANDISING

My citizenship is of the United States of America (USA).

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Date Signed: July 31, 2000

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